



AUBURN
UNIVERSITY

College of Liberal Arts

CMJN

COMMUNICATION

JOURNALISM

FILM & MEDIA STUDIES


PUBLIC RELATIONS

GRADUATE PROGRAM

A black rectangular sign stands in the foreground, partially obscuring a view of a large, multi-story brick building. The building has numerous windows with white frames and decorative stone accents. In the foreground, there are green bushes with pink flowers and a black metal railing. The sign is the central focus, with text in white and orange.

Tichenor Hall

*College of
Liberal Arts*



The School of Communication and Journalism has undergraduate programs in Communication, Journalism/Sports Production, Media Studies/Film and Public Relations, as well as a graduate program in Communication.

The School is committed to excellence in classroom instruction. We prepare our majors to work in a diverse global society by focusing our curriculum on strengthening students' visual, written and oral communication skills, as well as emphasizing critical thinking and digital skills.

The School's faculty is a group of dynamic scholars recognized for their teaching, scholarly and creative contributions on regional, national and international levels. Their professional and academic backgrounds contribute unique perspectives to the undergraduate and graduate programs, allowing students to be exposed to wide-ranging views of the communication and media fields.

The School regularly arranges networking opportunities with industry professionals, alumni and recruiters to help our students secure internships and post-graduation employment. Undergraduates complete an internship as part of the curriculum in order to gain practical experience in their future career fields.

Our majors are strongly encouraged to get involved in student media organizations and profession-specific clubs that will aid them in gaining additional knowledge and professional expertise. The School has exciting partnerships with organizations like Gray Media and War Eagle Productions, which provide additional opportunities for students to gain real-world experience.

As a result of our School's increasing popularity and commitment to small class sizes, students must apply to the major. Students are considered pre-majors until they apply and are accepted into one of our four undergraduate majors.

cla.auburn.edu/cmjn
facebook.com/AuburnCMJN
[@AU_CMJN](https://twitter.com/AU_CMJN)

COMM

Communication is one of life's most important activities. It shapes how we achieve success, how we relate to others and how we see the world.

Communication is one of the most valuable skills in the contemporary workplace. Employers consistently rank good communication skills among the qualities most desired in employees.

The goal of the communication program is to create strong communicators with flexible skill sets based on communication principles and theory. Students take courses in areas such as small group communication, professional presentations, conflict management, leadership, persuasion, and argumentation, as well as foundational courses in communication theory and research methods. To prepare for a wide range of professional opportunities, majors learn how to utilize their skills in a variety of contexts, including interpersonal and family relationships, legal and political communication, training and development, organizations, and intercultural and international settings.

Communication majors learn to diagnose problems and create effective solutions through an application of critical thinking, audience analysis, and message construction, tools that are useful in both professional and personal settings.

@AU_COMM





JRNL

The Journalism program prepares students to tell stories through print, broadcast and digital platforms.

The tools journalists use to tell their stories are constantly changing. We keep our students up to date by using the latest software and equipment in the classroom.

Our majors are taught how to be multiplatform content creators who can write and report the news, produce television and digital broadcasts and design newspapers, magazines and websites. Students learn that great journalism begins with a tireless search for the truth and that media play an important role in democracy.

Our students benefit from our partnerships in the news industry as well as our award-winning faculty, all of whom have several years of real world experience at some of the best news organizations in the country.

Students may choose an area of emphasis to further specialize their journalism training, among them: Sports Journalism, Broadcast Journalism, Magazine Journalism and Investigative Journalism.

@AUJRNL





JRNL - SPORTS PRODUCTION

Sports Production introduces students to the professional training and skills needed to produce live collegiate and professional sporting events.

Students who love collegiate and professional sports and want to be part of the production teams who deliver live sporting events to our homes and mobile devices will be interested in the Sports Production track in the Journalism program.

Sports Production provides courses and professional training in the live sports production field for those seeking positions as in-venue sports producers, field producers, producers for multiplatform shows, directors, control room operators and video editors. This track focuses on the behind-the-camera work related to creating and producing live sporting events. Students benefit from our partnership with War Eagle Production, Auburn's in-house sports video production company.

Through their applied coursework, students have the opportunity to practice announcing in Jordan-Hare Stadium, learn the producer and director positions for studio and remote sports shows, and work in pairs to serve as play-by-play announcers and color analysts for a live sports event.

Between the sports production courses taught in the program and work experiences at War Eagle Productions, students will graduate with professional-level skill sets that will take them far in this fast-growing industry.

MDIA

The Film and Media Studies program is a balance of history, theory and practice.

The Media Studies curriculum is designed to foster an awareness, understanding and appreciation of media content and messages, their origins and evolution, as well as the complex interrelations, systems and processes of the mass media industries, including film, video, television, music, digital and multimedia platforms.

The primary objectives of our approach are to provide students with a broad overview of media in multiple contexts and to encourage students to develop critical and creative skills and enhance visual and cultural literacy.

Courses explore the critical, historical, cultural and theoretical foundations of media, the creative and commercial contexts, and the sociocultural, psychological and political impact on audiences. Graduates work in a range of professional positions in the media, film, and entertainment industries.

@MDIAuburn





MDIA - FILM

In this specialized option, students learn the technical and creative skills needed to develop narrative, documentary, and experimental short films.

Film is a practice-based track in which students learn to apply the latest digital moving-image technologies to create for a variety of platforms, including narrative and documentary films as well as interactive web-based projects.

Courses are designed to help students develop skills applicable to narrative and documentary films, commercials, branded video and animation. Majors learn how to write, direct, film, edit, color grade, composite and design sound.

Students complete a mix of individual and collaborative projects designed to develop conceptual and technical film and media making skills. Majors leave the program with a foundation for a wide variety of jobs in digital media, including in filmmaking, television, motion design, and visual effects.

PRCM

Public relations is a fast-paced field with a wide variety of career paths for majors to follow.

Public relations is a field that combines different media-related jobs. The curriculum is designed to allow students to master all elements of the public relations process, such as research, planning, communication strategies and evaluation. PR majors learn how to incorporate multimedia elements into their campaigns and how public relations is used in today's society and across different industries.

PR students are taught critical thinking, ethical reasoning and problem solving in core and major classes. Majors integrate these important skills with applied skills, such as writing, strategic thinking and knowledge of emerging media.

Our majors gain significant hands-on experience in the classroom. We are proud of our service-learning component, which requires students to work in teams with community partners in many courses. Also, our students have the opportunity to join the Oaks Agency, a student-run organization, whose mission is to help them acquire public relations skills by working with real-life clients within the Auburn community and beyond. Through class-based projects and the Oaks Agency, students gain practical skills and real-world experience to succeed in the job market.

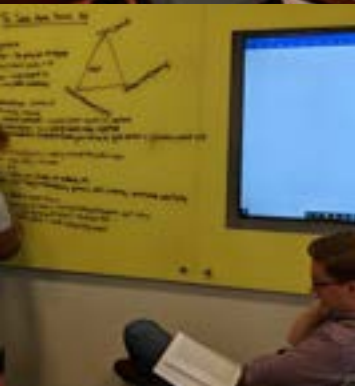
@PRAUBURN



COMMUNICATION JOURNALISM FILM & MEDIA STUDIES PUBLIC RELATIONS GRADUATE PROGRAM



TICHENOR HALL



Our program integrates theory, research and practice in classes drawn from the areas of Communication, Journalism, Media Studies, and Public Relations.

The goal of the Communication Graduate Program is to provide an exceptional Master's-level educational experience that focuses on building critical and analytical skills to prepare students for a variety of career paths or pursuit of a Ph.D.

Students choose between two degree options – a Master of Communication, which is a 30-credit-hour program, or a Communication Graduate Certificate, which is an 18-credit-hour program.

Those pursuing the Master's degree choose between writing a thesis or completing an internship. Each student works with a faculty advisor to develop an individualized program tailored to their interests and professional goals.

Our graduate students regularly attend and present at regional and national conferences. Students can apply for competitive graduate assistantships and travel funding.

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